

MARKETING BRANDING & COMMUNICATION CONCEPT & THEORY

OBJECTIVE

To establish a **brand (Image) of Hospital** by process of creating, communicating, delivering & exchanging offering that have value for the customers, client, partners & society at large for “one stop shop” provider of Quality Healthcare.

SCOPE OF MARKETING

- What is Marketed?
 - Services, Person, experience, organization, Information, Ideas.
- Who Markets?
 - One who seeks a response- attention , purchase from another party-the prospects.

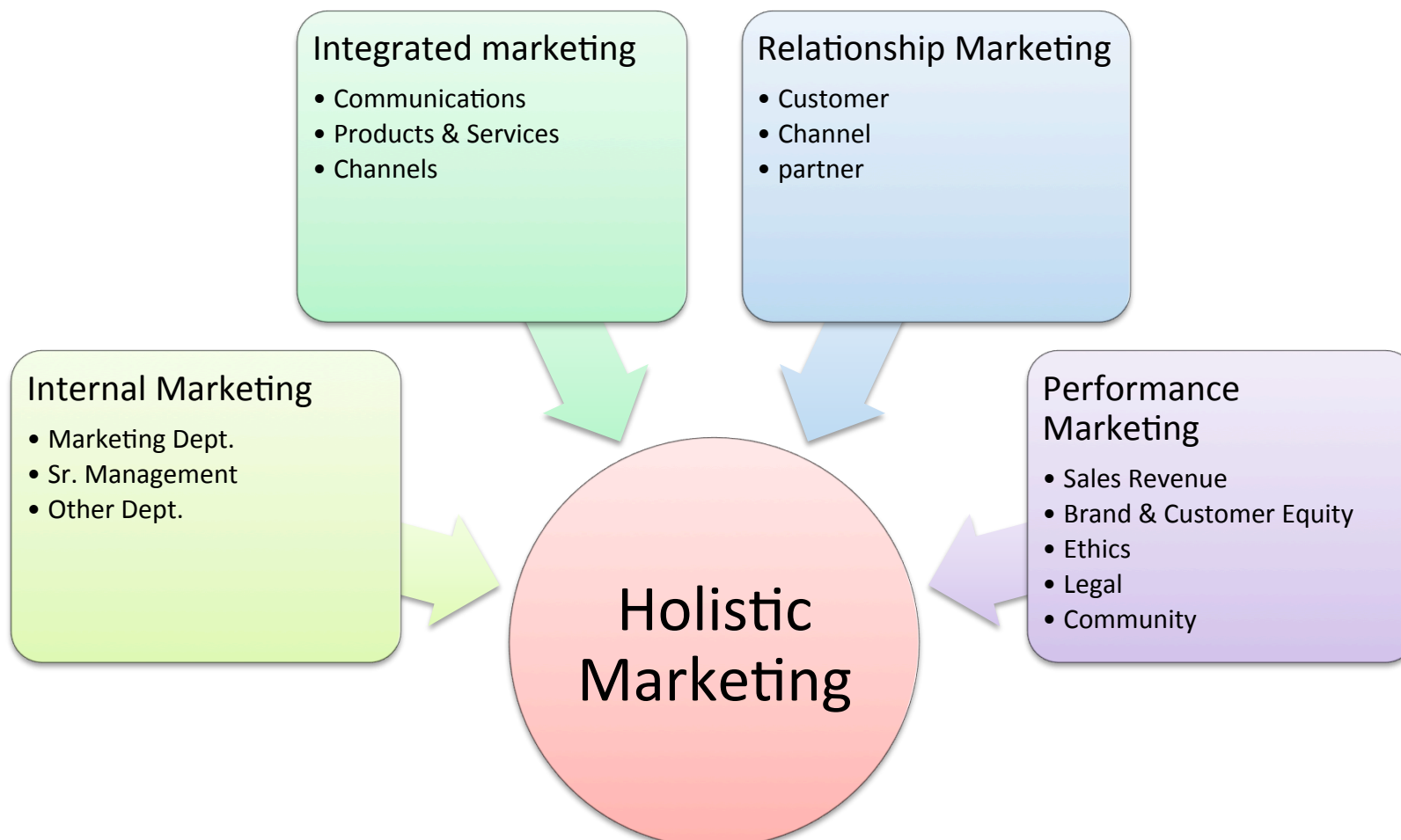
MARKETING THEORY

- Needs, Wants & Demands
 - Stated needs
 - Real needs
 - Unstated needs
 - Delight needs
 - Secret needs
- Target Markets , Positioning & Segmentation
- Offerings & Brands
 - Value proposition (a set of benefits that satisfy those needs)
 - Offering (value proposition in physical form)
 - Offering from the know source is Brand
- Value & satisfaction
 - Offering that delivers the maximum value in both tangible , intangible & desired cost
 - Satisfaction is perceived performance versus expectation

MARKETING THEORY

- Marketing Channels-
 - 3 types of channel to reach target customer
 - Communication channels-newspaper, magazines, radio, television, mail, telephone, billboards, posters , fliers, CDs, audiotapes, and the Internet, look of the stores (internal & external branding), website & other media. Also emails, blogs, toll free numbers and ads (monologues)
 - Distribution channels- home delivery, home health & agents etc.
 - Service channels- transportations, banks & insurance companies.
- Supply Chain
 - Understanding the over all supply chain from various suppliers to your end product or services
- Competition
 - Understanding the competitions & other service providers in the markets.
- Marketing environment
 - Task environment
 - Broad enviornment

TODAY'S MARKETING CONCEPT



MARKETING MIX & MARKETING MGMT

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Product	Price	Promotion	Place	People	Process	Program	Performance
<ul style="list-style-type: none">•Variety•Quality•Design•Features•Brand Name•Packaging•Sizes•Services•Warranties•Return	<ul style="list-style-type: none">•List Price•Discount•Allowances•Payment Period•Credit Terms	<ul style="list-style-type: none">•Sales Promotion•Advertising•Sales Force•Public Relations•Direct Marketing	<ul style="list-style-type: none">•Channels•Coverage•Assortments•Locations•Inventory•Transport	<ul style="list-style-type: none">•Employees•Customers•Suppliers	<ul style="list-style-type: none">•Creativity, discipline & Structure•Marketing Ideas•Concepts•Set of Processes (SOP)	<ul style="list-style-type: none">•Consumer directed activities•Whole is greater than the sum of the part•Multiple objective of firm	<ul style="list-style-type: none">•Profitability•Customer equity•Brand Equity•Social responsibility•Legal, ethical & Community related

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MARKETING MANAGEMENT TASK

- Developing Marketing Management Strategies & plans
- Assessing Market Opportunities & Customer Value
- Choosing Value
- Designing Value
- Delivering Value
- Communicating Value
- Sustaining Growth & Value

MARKETING STRATEGIES & PLAN

- Value delivery process
- Value chain

HOSPITAL IDENTITY

- Concept & Content development of the services for Brand development
 - LOGO
 - BRAND STATEMENT
 - BRAND COLOR
 - PHILOSOPHY OF THE BRAND

DEVELOP THE MARKETING BUDGET FOR THE HOSPITAL YEAR-ON-YEAR/ MONTH-ON-MONTH BASIS

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- ATL Activities
- BTL activities
- Integrated Marketing Communication
- Project Branding- Internal Branding

ATL: ABOVE THE LINE ACTIVITIES

- Appointment Local Advertisement
- Public Relation Agencies
- Planning of Hoardings
- Media Pitching
- Event Management
- Exhibition and Conferences
- Advertising & Printing

BTL : BELOW THE LINE ACTIVITIES

- Word of mouth marketing campaign
 - SMS campaign,
 - Viral Marketing &
 - Opinion poll creation
- Sales promotion & sponsorship generation for CME's
- Out Reach activities & Societal activities
- Co-branding & Co-promotion

ESTABLISH STRATEGY MARKETING FOR THE HOSPITAL

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- Defining Target market, focusing and niching
- New product development and re-emphasizing on pricing
- Outsourcing , managing and controlling the marketing retailers , vendors & event management
- **Corporate-**
 - Evaluate & Analyze existing tariff of the hospitals with respect to IPD, OPD & Diagnostic facility to be offered to corporate
 - Understand and workout what maximum discount to be offered to the corporate.
 - Data Mining activity to collate all the potential corporate
 - Develop Policy for Terms of payments.
 - Customize packages as per the need of the corporate.
 - Develop process flow for operational streamline
 - Finalize the proposal format for the corporate
 - Develop checklist –pre-requisite for the corporate
 - Appoint corporate coordinator for one point of contact for hospital
 - Develop corporate communication
 - Relationship building with the corporate as retention strategy
 - Organize corporate events
- **Trade-**
 - Define the catchment area of the hospital
 - Implement the referral policy
 - Develop the General Practitioner database
 - Follow-up schedules by the sales / PRO.
 - Need gap analysis for GP's Clientele
 - Organize CME's periodically

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ESTABLISH BRAND COMMUNICATION & INTEGRATED MARKETING COMMUNICATION FOR THE HOSPITAL IN DESIGNING OF

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- Hospital Brochure
- Service Booklet
- Information Leaflet
- Doctors Profile
- Logo Design
- Letter Head
- All marketing Collaterals-Banners, Standees etc..
- Visiting Cards
- Reports / Envelopes
- Doctors letter / prescription pads
- Signage of the Hospital
- We provide comprehensive, strategic and tactical support in developing appropriate print promotional tools. We assist in concept building, artwork development and printing to ensure timely delivery. These include:
 - Visual Aids or Video footage
 - Direct Mailers
 - FAQ Booklets
 - Dockets
 - Profiles
 - Disease management info material
 - Advertorials

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WEBSITE DEVELOPMENT & MAINTENANCE FOR THE HOSPITAL

- Designing of the website
- Hosting of the website
- Domain Registration
- Flash / Graphical representation
- Content Development
- Layout designing
- Maintenance of website
- Search engine optimization (optional)
- Interactive web content
- Networking website
- Pay per click marketing search(optional)
- Social Media and marketing

PUBLIC RELATION & MEDIA PLANNING

- Establishing Media Planning for the Hospital for services and brand positioning which helps hospital in image building and emotional marketing:
 - Public Relation strategy to promote the spokesperson
 - Unique case studies placement in media
 - Placement of quotes in generic stories on healthcare issues
 - Profiling of spokesperson in media
 - Article placement on trend topic in media
 - Crisis management
 - Inviting media for events
 - Press release on new initiatives
 - **Media**
 - Mainlines
 - Regional
 - Health Magazines
 - Broadcast Media
 - Wire
 - Online

MIS SUPPORT

- Service wise Monthly reports
- Marketing reports
- Activity reports
- Analysis of the trends
- Marketing Strategies
- Implementation & Audit report
- Allocating Budget